



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# CONTRACT

<u>Contract / Revision</u> 499786 /		<u>Alt Order #</u> 06386868
<u>Product</u> PRIOR USA ACTN :60S		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 1790
<u>Advertiser</u> ISS/Prior USA Act-LCV VIC		<u>Original Date / Revision</u> 11/05/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV14019	<u>Advertiser Code</u> 321	<u>Product Code</u> 340
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mundy Katowitz Media**  
**1322 G Street, SE**  
**Washington, DC 20003**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 35	KVVU	10/30/12	11/06/12	Cops M-F 4-430x	M-F 4-430x		1:00			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
Week:		11/05/12	11/11/12	-1-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	Cops M-F 4-430x	M-F 4-430x	-Tu-----	1:00		<del>\$300.00</del>	NM		
	See MG 36.3											
N 36	KVVU	10/30/12	11/06/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		1:00			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$300.00			
Week:		11/05/12	11/11/12	-1-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar	-Tu-----	1:00		<del>\$300.00</del>	NM		
	See MG 36.3											
	3	KVVU	11/05/12-11/11/12	The Dr.Oz Show	M-F 10a-11a	MTuWThF----	1:00		\$600.00	NM		
	Ⓜ MG for 35.2,36.2											
<b>Totals</b>											<b>43</b>	<b>\$39,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/09/12	43	\$39,000.00	\$33,150.00
<b>Totals</b>	<b>43</b>	<b>\$39,000.00</b>	<b>\$33,150.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191  
CREDIT RISK !!  
HARRIS REPORT FROM REP NOV5/12 16.43  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. # 762	SALESMAN #
BUYER NAME	MEDIA PLACEMENT	
SALES PRSN	PH- TERESA DIFURIA	

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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1000

1000

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV5/12 16.43

STA:

TELEVISION INVOICES ARE TO BE SENT TO AGENCY  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY  
PRIORITYES USA ACTION : 605  
IDB#9914019

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1790												
35		ES	400A-430A	60		\$300.00	10/30	10/30	0		TUE	0
35		ES	400A-430A	60		\$300.00	11/6	11/6	1		TUE	1
PROGRAM : COPS CON COM1 : COPS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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54	A		1000A-1100A	60		\$600.00	11/6	11/6	1		TUE	1
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PROGRAM : DR OZ  
 ORD COM1 : SPOTS N/A. MG 'DR OZ'. PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-35 FOR 1 SPOT/WK  
 THIS IS A MAKE-GOOD FOR OCT30 ON LINE-36 FOR 1 SPOT/WK

36	ES		430A-459A	60		\$300.00	10/30	10/30	0		TUE	0
36	ES		430A-459A	60		\$300.00	11/6	11/6	1		TUE	1

PROGRAM : FOX 5 NEWS  
 CON COM1 : FOX 5 NEWS  
 STATION MAKEGOOD OFFERS:  
 M12 OK'D BUY#35 MISSED:TUE/400A-430A OCT30 60S \$300.00 (NOV5/12)  
 BUY#36 TUE/430A-459A OCT30 60S \$300.00  
 OFFER:TUE/1000A-1100A NOV6 60S \$600.00 PLS ADVISE.  
 CMT:SPOTS N/A. MG 'DR OZ'. PRE-BOOKED PLS APPROVE.

NOV/12 39000.00 CONTRACT TOTAL 39000.00  
 TOTAL SPOTS 43

MARKET TOTALS \$216,666 KVVU 18% KSNV 20% KLAS 23% KTNV 23% KVMY 6% KVCW 3% CABL 0%  
 KTUD 7%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE